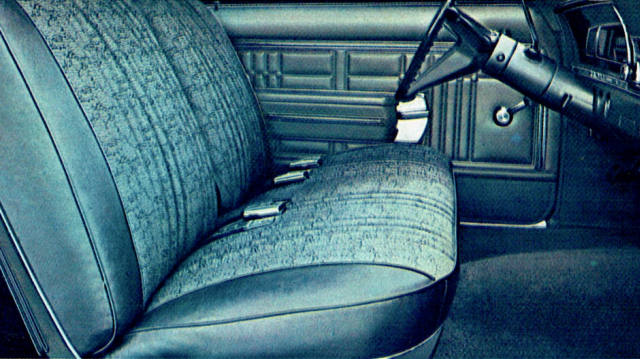


1968 CHEVROLET

THE BEST YET FROM AMERICA'S FIRST NAME IN CARS





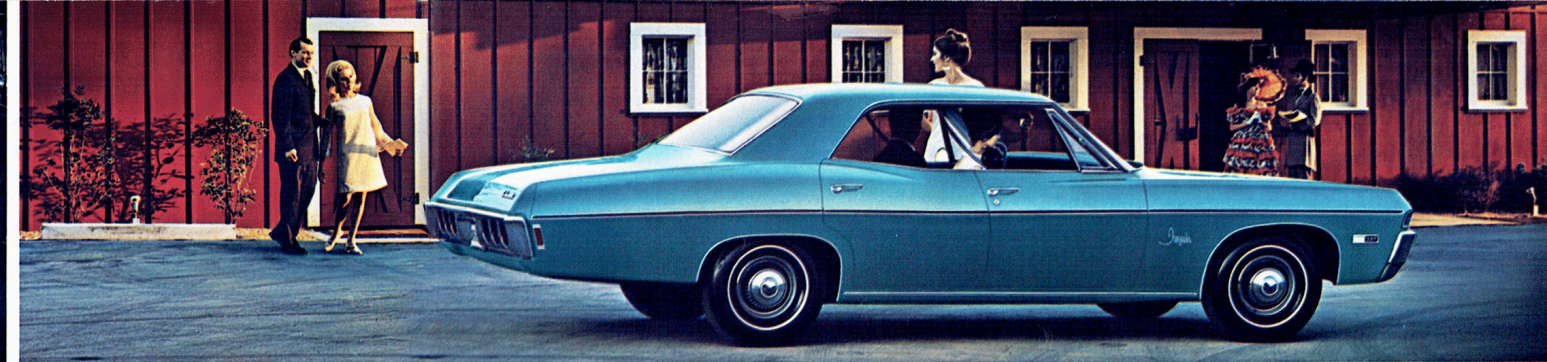
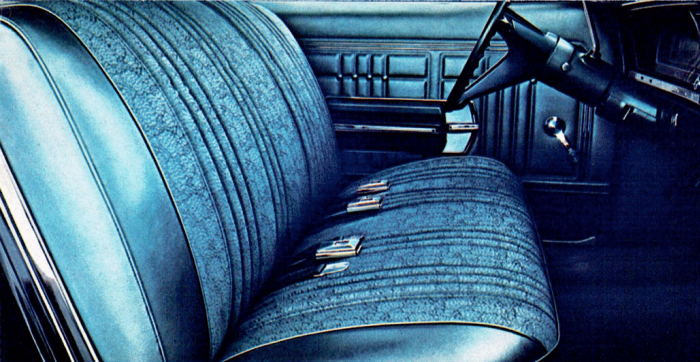
Shown on cover and these pages: Impala Custom Coupe with vinyl roof cover you can order.

Impala Custom Coupe

Chevrolet's newest luxury liner for 1968. Clean-lined styling is topped by distinctive roof with vertically inclined rear window and formal rear side windows. New are smoothly sculptured front fenders, front and rear side marker lights, upswept hood styling sheltering a dramatically improved windshield wiper system (besides the Hide-A-Way styling, the left wiper is specially articulated to sweep more windshield area). Bringing up the rear: new crisp contoured rear fenders, longer deck and deep-section bumper with recessed triple taillights. Inside, plush as you could expect and more. Full cushion seats in new textured pattern cloth with tufted pleats and vinyl borders. Or you might want to order an all-vinyl interior in black, blue, parchment/black, teal or gold. Get even more individuality by electing Super Sport equipment (more details on pages 10 and 11) and Astro Ventilation.

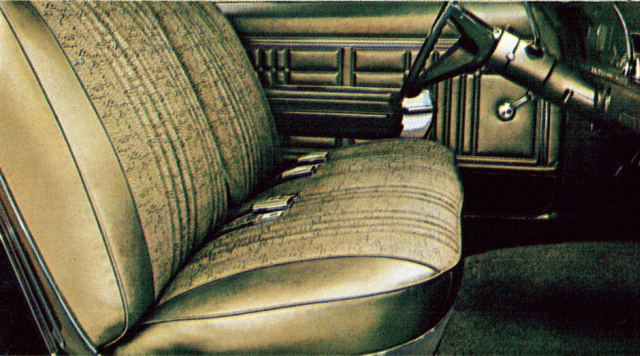
Any '68 Chevrolet is waiting to be tailored to your specifications. Choose from over 400 extra-cost Options and Custom Features, some of which are shown or described in this catalog. A more detailed list is on pages 25, 26 and 27.





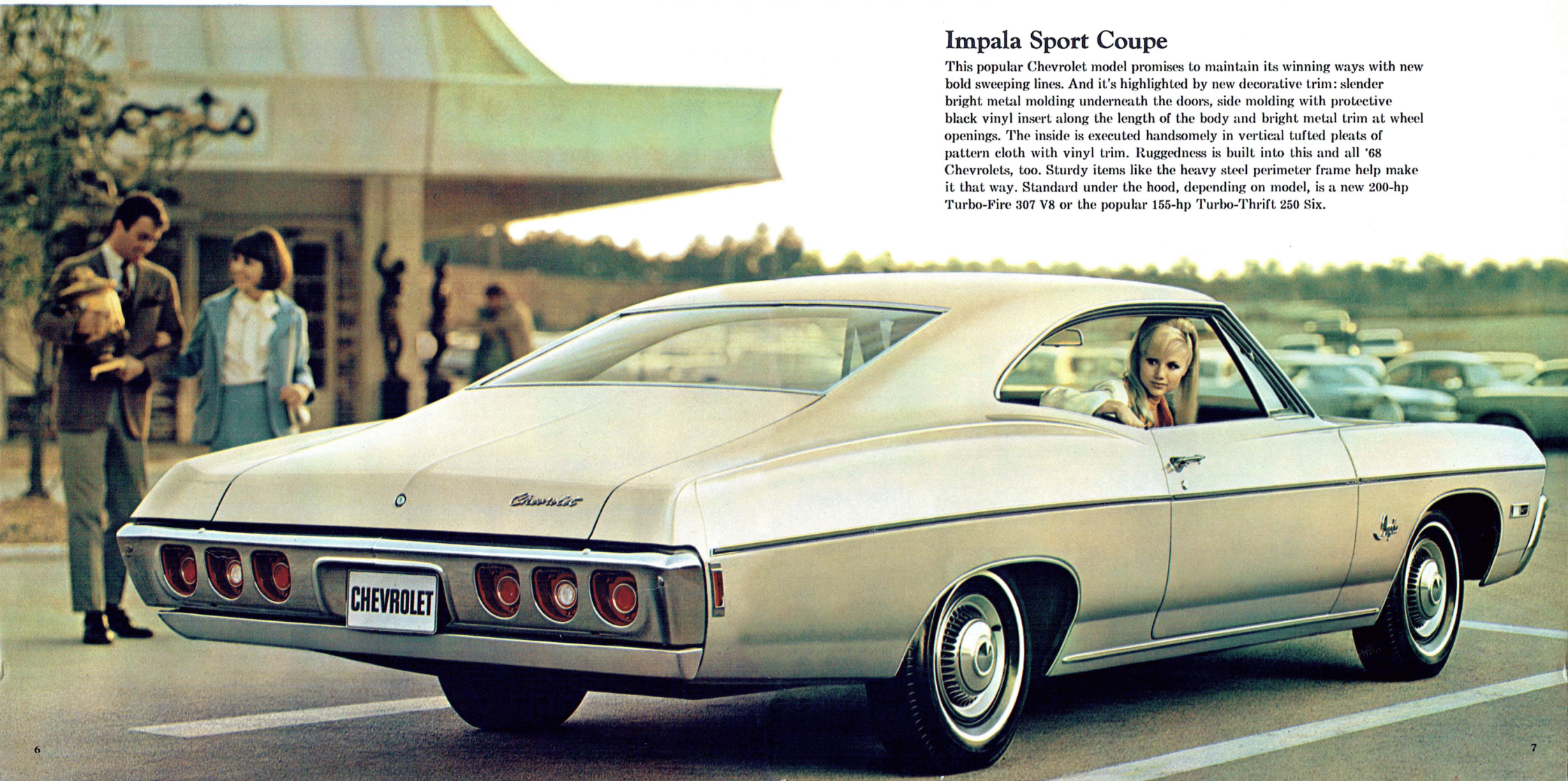
Impala Sport Sedan

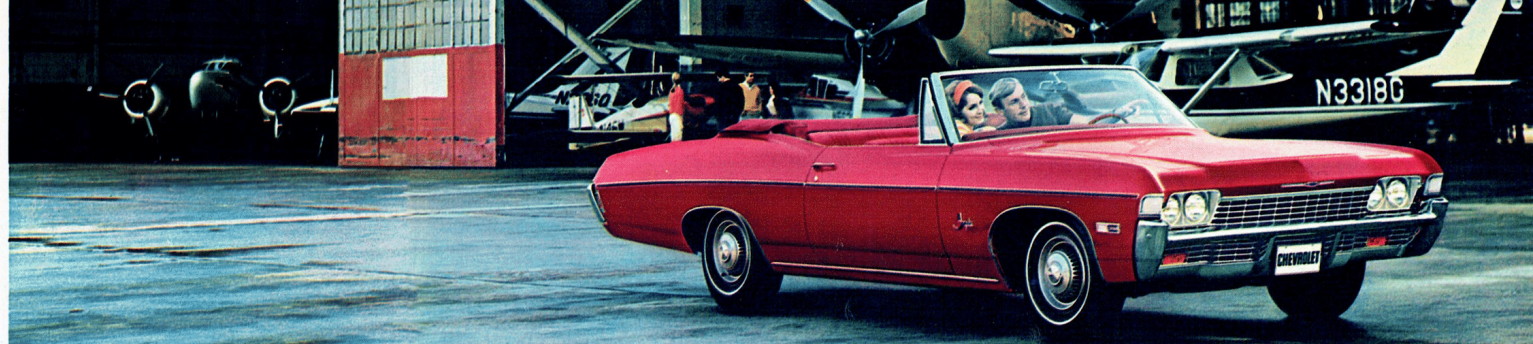
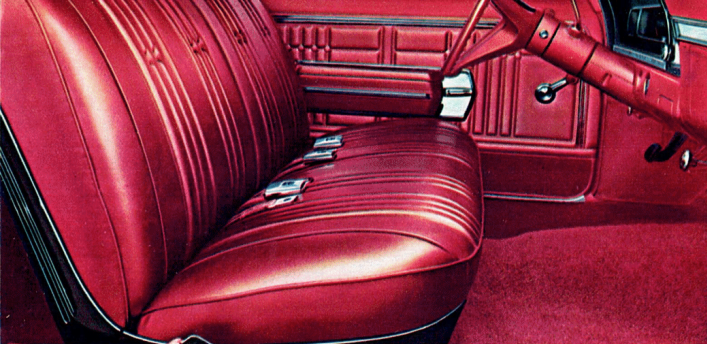
Here's a happy combination of limousine ride and room with sportster flair. First, the ride: smooth and level, thanks to four husky coil springs eating up bumps and four double-acting shock absorbers ironing things out. Special cushioned body mountings help soak up thumps and jiggles. Chevrolet's always been a leader in roominess and the 1968s carry on the tradition. You'll find lots of stretch-out space behind four wide-opening doors. Luxury is evident everywhere, in the smart textured pattern cloth and vinyl upholstery, thick deep-twist carpeting. Do your own interior decorating and order an all-vinyl interior. Sportster flair comes from the forward thrusting front fenders and sleek 4-door hardtop styling (you also can get '68 Impala features in a regular 4-door sedan version). Give yourself even more in sporty luxury: order Impala Sport Sedan with 325-hp Turbo-Jet 396 V8 and Turbo Hydra-Matic.



Impala Sport Coupe

This popular Chevrolet model promises to maintain its winning ways with new bold sweeping lines. And it's highlighted by new decorative trim: slender bright metal molding underneath the doors, side molding with protective black vinyl insert along the length of the body and bright metal trim at wheel openings. The inside is executed handsomely in vertical tufted pleats of pattern cloth with vinyl trim. Ruggedness is built into this and all '68 Chevrolets, too. Sturdy items like the heavy steel perimeter frame help make it that way. Standard under the hood, depending on model, is a new 200-hp Turbo-Fire 307 V8 or the popular 155-hp Turbo-Thrift 250 Six.





Impala Convertible

Top down or up, here is a car that puts real zest in driving. Swing open that big door (hung on new sturdier hinges). Sit on the inviting deep-cushion seat and look around at the plush all-vinyl upholstery, deep-twist carpeting that even covers lower door panels. Grasp the new oval steering wheel with its glare-reducing trim. Check out the instrument panel's new design—larger, easy-to-read instruments, recessed control knobs. An Impala Convertible can put color in your cheeks and your life. It comes in 15 Magic-Mirror colors—12 of them brand new. Three top color choices—black, blue and white—are available. In every choice, the rear window is glass. For responsive performance, order Chevrolet's new 250-hp Turbo-Fire 327 V8 coupled to the standard fully synchronized 3-Speed gearbox. Specify sportier going with the fully synchronized 4-Speed unit with floor-mounted shift.

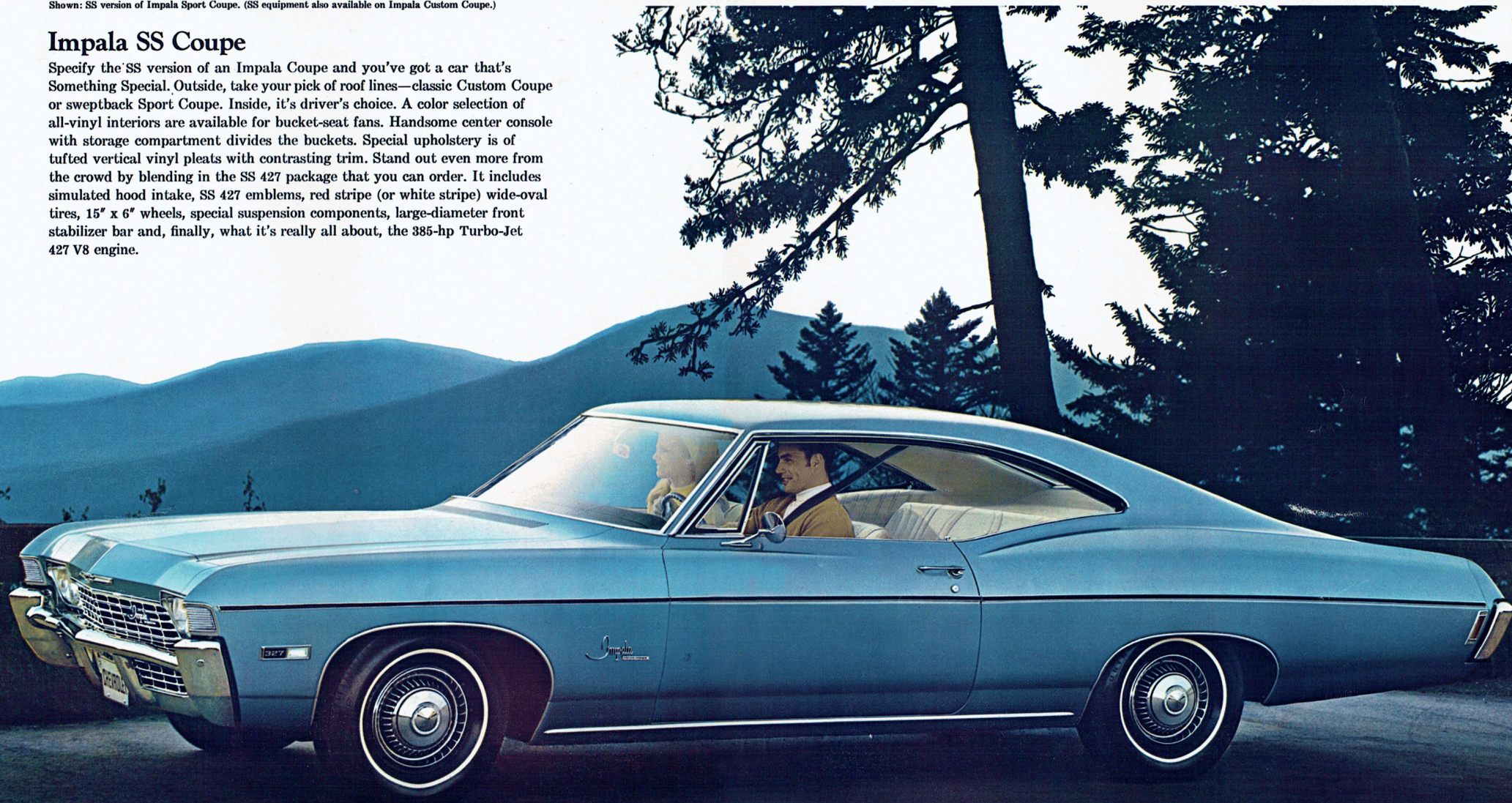


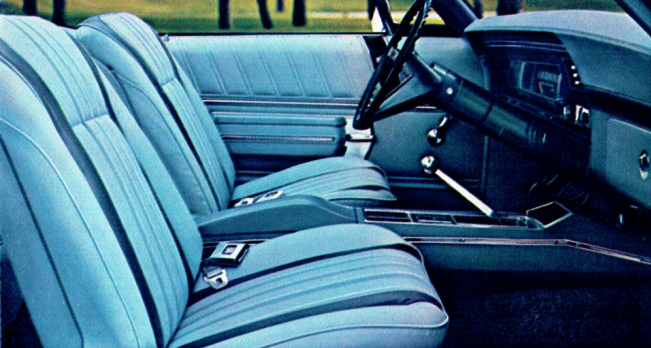


Shown: SS version of Impala Sport Coupe. (SS equipment also available on Impala Custom Coupe.)

Impala SS Coupe

Specify the SS version of an Impala Coupe and you've got a car that's Something Special. Outside, take your pick of roof lines—classic Custom Coupe or sweptback Sport Coupe. Inside, it's driver's choice. A color selection of all-vinyl interiors are available for bucket-seat fans. Handsome center console with storage compartment divides the buckets. Special upholstery is of tufted vertical vinyl pleats with contrasting trim. Stand out even more from the crowd by blending in the SS 427 package that you can order. It includes simulated hood intake, SS 427 emblems, red stripe (or white stripe) wide-oval tires, 15" x 6" wheels, special suspension components, large-diameter front stabilizer bar and, finally, what it's really all about, the 385-hp Turbo-Jet 427 V8 engine.



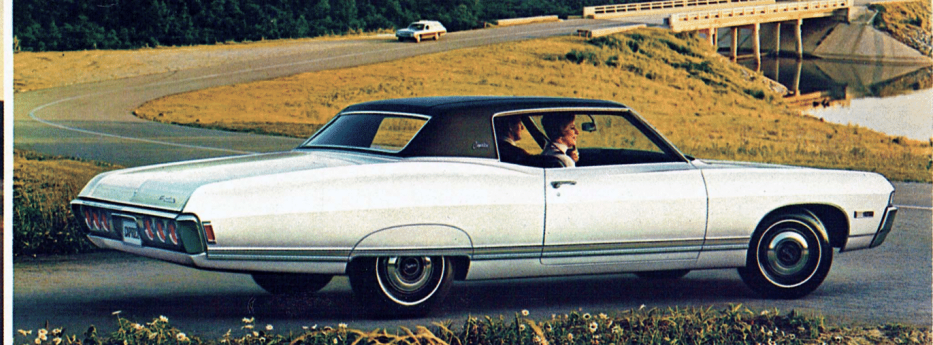
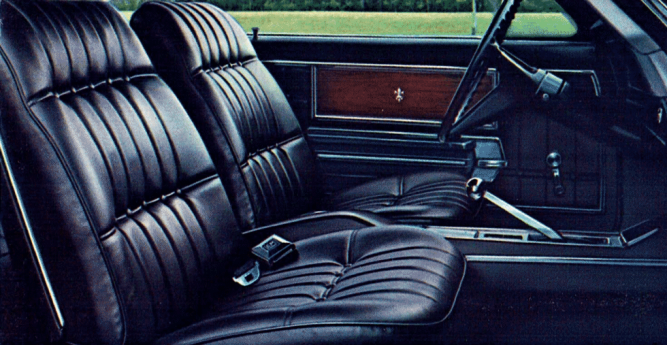


Shown above: Impala SS Convertible with SS 427 equipment you can order.

Impala SS Convertible

For the ultimate in topdown travel, specify the Impala SS Convertible. Put yourself completely in command by ordering the fully synchronized 4-Speed gearbox. Or elect the Turbo Hydra-Matic and get a two-way unit: it shifts for itself through three forward ranges, or lets you shift for yourself. Go with the new standard 200-hp V8 or specify one of four other V8s with up to 385 horsepower (that 385-hp V8 gives you the basis to order the SS 427 package, too). Bring it to a halt with smooth fade-resistant stopping power by ordering refined front wheel disc brakes. Inside, Strato-bucket seats, center console and all the other SS package goodies. As with all '68 Chevrolets, you're getting that solid sound- and weather-insulated Body by Fisher, Full Coil suspension and cushion-mounted power team.



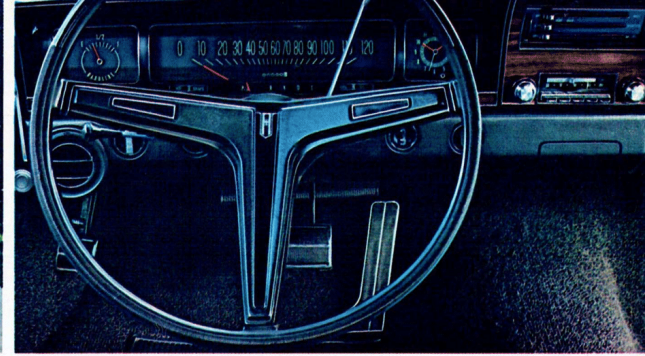


Far left: Strato-bucket seats you can specify. Above: Caprice Coupe with available vinyl roof cover. Below: Strato-back front seat you can order.

Caprice Coupe

Distinguished luxury, to be sure. New roof line with steeply sloped rear window and smaller rear side windows. New full side glass window to give you a better view—there are no ventipanes to interrupt Caprice Coupe's classic lines. And, a new Astro Ventilation system that pressure-flows outside air into and out of the passenger compartment without opening a window. Four posh interior choices in large tufted and buttoned panels of fine cloth. Colors: black, blue, gray-green or gold. You can order Strato-back front seat with folding center armrest and individual backrests or Strato-bucket front seats with center console. Doors reveal center panels with the rich look of hand-rubbed walnut and Caprice insignia.



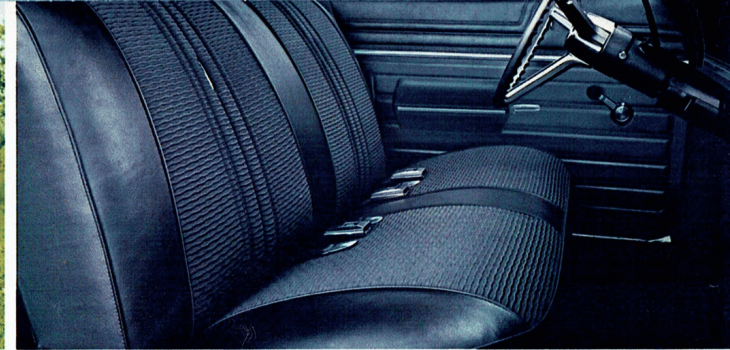


Caprice Sedan

The grandeur of the Caprice Sedan should be fully appreciated through first-hand experience. Run your eye over the sleek town car styling: impressive grille split by trim front bumper, smooth contoured fenders containing standard fender lights, upswept hood forming a protective cover for the new Hide-A-Way windshield wipers, distinctive side moldings and exclusive Caprice signatures. Know, too, you can have extras to add to the styling by ordering new concealed headlights that appear or disappear at a switch touch; also sporty rear fender skirts. Open any door and interior lights come on instantly. Settle into extra-deep cushion seats. There's a convenient center armrest in front. Or you can order a Strato-back front seat which also has a center armrest. For even greater comfort, specify the new Astro Ventilation system.



Shown: Bel Air 4-Door Sedan



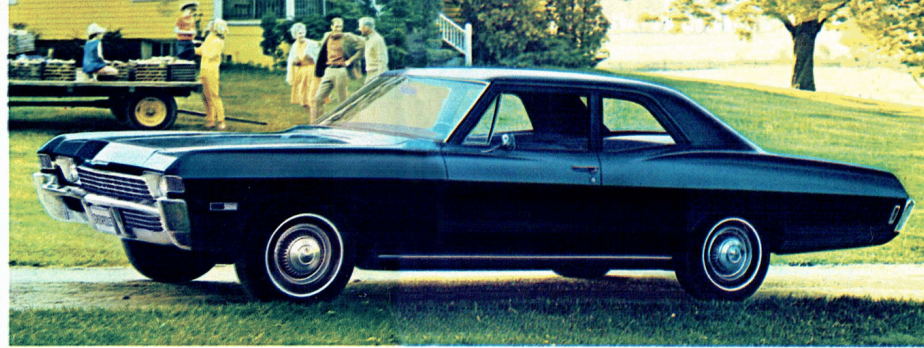
Bel Air Sedans

Bel Air beguiles value seekers with great looks and worth. Available in 2- and 4-door versions, it has style and then some. The broad hood sweeps up to hide windshield wipers; trim sturdy front bumper protects around front fenders; flowing body lines are decorated with an attractive side molding that affords parking lot protection. Bright metal rear window, roof drip and windshield moldings trim Bel Air handsomely. There's more: standard front and rear side marker lights, dual taillight units recessed neatly into the deep-section rear bumper. Quality is the inside byword. Foam cushioned seats are finished beautifully in pattern cloth of vertical pleats with vinyl trim. Order all-vinyl if you prefer. In any case, vinyl covers doors and sidewalls. Floors are finished in deep-twist carpeting. You also get Chevrolet's famed road-sure ride, courtesy of wide-stance chassis design and Full Coil suspension. For especially pleasant going, order a Bel Air with Powerglide, Positraction (for surest road gripping ability) and pushbutton AM radio.





Shown: Biscayne 2-Door Sedan



Biscayne Sedans

Say Biscayne and you've just discussed economy by the carload. Flush-and-dry rocker panels that clean themselves to resist rust, Safety-Master brakes that adjust themselves and a big Delcotron generator that gives the battery a charge even while idling. There's extra value, too, in the durable Body by Fisher. Its Unisteel design is meant to keep '68 Biscaynes around for a long while, with roof, sides, floor and pillars welded into a single tough unit. Double-wall or double-panel construction reinforces cowl, doors, hood and deck lid. Even with all this talk of economy and value, there's no scrimping on your safety. Biscayne looks after you with all the standard Chevrolet safety features, including energy-absorbing instrument panel, GM-developed energy-absorbing steering column, dual master cylinder brake system with warning light. Get Biscayne—in 2- or 4-door model—with the fuel-miserly 155-hp Turbo-Thrift Six or 200-hp Turbo-Fire 307 V8, both standard depending on model selected.



1968 Chevrolets Are Filled with More Value Features Than Ever

Chevrolet value features are those important details that make your 1968 Chevrolet a better car to own and operate, one that's traditionally worth more at trade-in time, too. Each feature is specifically designed to increase your comfort, safety, convenience and enjoyment. They all add up to "that sure feeling" of Chevrolet.

For instance, on the safety side, there are items like the new front and rear side marker lights that announce your car's presence to motorists on either side.

The new upswept hood and cowl styling provides sheltered storage for the Hide-A-Way windshield wiper system. This gives the cowl its clean aerodynamic lines as the wipers are hidden when not in use. Then, too, the blades are sheltered from sleet, snow, dust and sun. And about that new wiper system. The engineers took the time-honored two-speed system and redesigned it to sweep more windshield area. To do this, they devised a special hinged arm for the left wiper. They call it "articulated." We call it "better."

Step out back and one of the first things you'll notice is the soft-curve styling of the '68 Chevrolet's rear fenders, deck lid and bumper. Note the taillights—triple units on Caprice and Impala, dual units on Bel Air and Biscayne—have been recessed in the deep-section bumper, giving a smoother look to the stern. While you're back there, open up that deck lid. Check the effortless opening and closing you get with counterbalancing. Then examine the low trunk sill that means easier loading and unloading. Finally, there's the gaping trunk itself with 17.0 cubic feet of usable space.

Look inside. Chevrolet interiors for '68 are very, very plush—more padding has been added for your increased safety and comfort.

There's attention to such details as bigger padded armrests shielding new lever door handles.

Now let your eye sweep over the instrument panel. As you might suspect, it's new. The instrument cluster has been positioned up high, with large rectangular housings for fuel gauge, speedometer and clock (standard on Caprice models) so you can read them instantly. Indicator lights for oil level, generator, temperature and parking brake are placed right below the speedometer for easy, quick viewing. All knobs and switches are recessed for greater safety. Speaking of switches, the one for the ignition has a new warning buzzer that sounds if the key is left in either the "off" or "accessory" position when driver's door is opened. Finally, at the driver's seat, there's a new oval steering wheel with glare-reducing metal trim.

Astro Ventilation is a new Chevrolet feature that's standard on the Caprice Coupe. You'll notice that in the Coupe, elegant new styling takes in large full-door side windows—the small vent windows are missing. It makes the lines more flowing. What's more, Astro Ventilation provides outside air when you want it without opening a window. Outside air enters through ducts on the instrument panel. In the Caprice Coupe, this air circulates, then exits through pressure relief devices. Astro Ventilation, without the pressure relief devices, can be specified on Caprice Sedans and Impala models.

Of course, every 1968 Chevrolet contains a long list of other outstanding value features. You get factory waxing and wheel and tire balancing. There are important quality details like door-actuated interior light switches and lighted glove compartment (except Biscayne), illuminated heater-defroster controls, cigarette lighter, ashtrays front and rear, locking glove compartment, folding front seat back latches and foot-operated parking brake. Others include foam cushioned front seats (rear, too, in most models), scuff resistant cowl side panels,

padded sun visors, color-keyed deep-twist carpeting, rear seat armrests and center dome lights.

A big plus-value for all Chevrolet owners is the network of 6,400 Chevrolet dealers across the nation. This assures you the finest sales and service assistance in the industry—close at hand wherever you are throughout the country.

EASY-CARE FEATURES

For the most part, Chevrolets take very good care of themselves. They have a host of important features that require little or no maintenance.

SELF-ADJUSTING SAFETY-MASTER BRAKES. Brakes are kept up tight where they should be, just by backing up and braking. Bonded linings have 198.4 sq. in. of area. Vents and wide drum flanges dissipate heat quickly to minimize the possibility of fading.

LONG-LIFE EXHAUST SYSTEM. Any engine noise you hear in a '68 Chevrolet could well be from some other car because Chevrolet's exhaust system is constructed with exceptional craftsmanship and corrosion-resistant components. Heavy-gauge steel or stainless steel is used in dual systems. Result: you get quiet performance and long life through the aid of Chevrolet's 1968 exhaust system designs.

EIGHT FENDERS. You don't see all those fenders but they're important to your Chevrolet's looks because they fight rust. Four of them are inside the front and rear wheel openings and their successful job is keeping water, mud, salt and snow away from body panels.

FLUSH-AND-DRY ROCKER PANELS. Water and air from the cowl intake are ducted through the rocker panels beneath the doors. This helps prevent pockets of moisture and sludge from forming to cause corrosion.

BATTERY-SAVING DELCOTRON GENERATOR. This air-cooled diode-rectified generator is a reliable current producer that gives longer battery life because it has a high output even at low engine speeds. No commutator to wear out as in conventional generators.

"DELCO EYE" BATTERY. Attributes are improved cell connectors for high electrical output even under heavy loads and the "Deleco Eye" that glows a warning when the battery solution is low.

STANDARD SAFETY FEATURES

- Energy-absorbing steering column
- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts for driver and right front passenger with pushbutton buckles and convenient stowage provision on all models except convertibles
- Passenger-guard door locks with deflecting lock buttons—all doors.

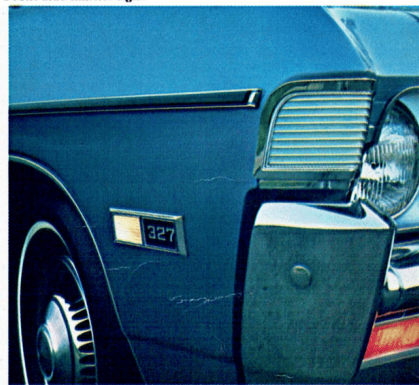
- Four-way hazard warning flasher
- Dual master cylinder brake system with warning light and corrosion-resistant brake lines
- Latches on folding seat backs
- Dual-speed windshield wipers and washers
- Outside rearview mirror
- Back-up lights
- New side marker lights and parking lights that illuminate with headlights
- Padded instrument panel, sun visors, windshield pillars
- Reduced-glare instrument panel top, inside windshield moldings, horn button, steering wheel hub, and windshield wiper arms and blades.

- Inside day-night mirror with deflecting base
- Lane-change feature in direction signal control
- Safety armrests
- Thick-laminate windshield
- Soft, low-profile window control knobs and coat hooks
- Energy-absorbing seat backs
- Yielding door and window control handles
- Energy-absorbing instrument panel with smooth contoured knobs and levers
- Tire safety rim
- Safety door latches and hinges
- Uniform shift quadrant
- Snag-resistant steering wheel hardware
- Fuel tank and filler pipe security.

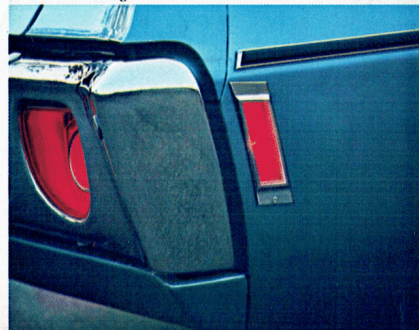
Trunk has 17.0 cubic feet of usable space



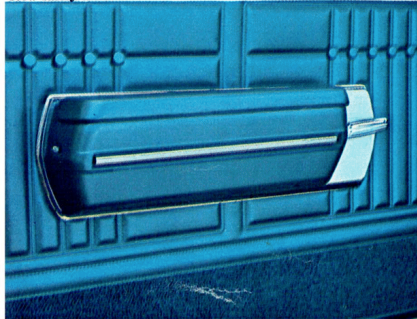
Front side marker light



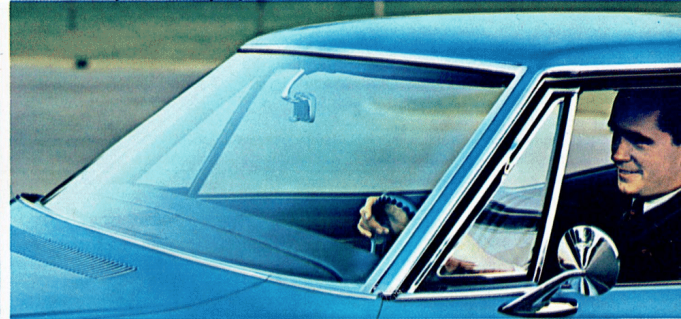
Rear side marker light



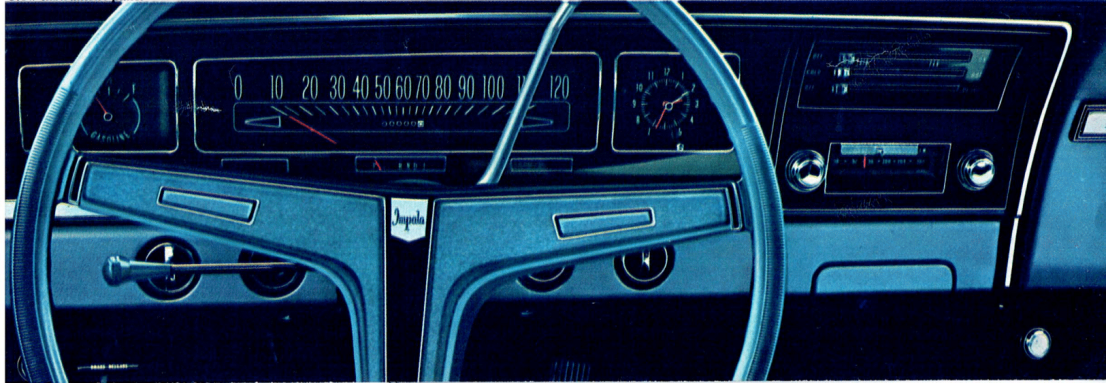
New safety armrest

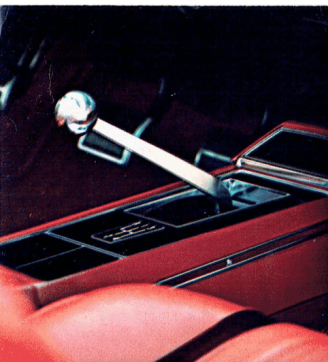


New Hide-A-Way windshield wiper system



New instrument panel





Center console with versatile 4-speed shift

What a '68 Chevrolet Means to You on the Technical Side

ENGINES

Chevrolet's engine lineup for 1968 has been expanded to offer you a greater variety of power choices. Move out smartly with Chevrolet's standard Six or V8 (depending on the model you pick) or order one of four other V8s up to 385 horsepower. Every Chevrolet engine gives you these significant features: high-strength precision castings engineered to precise tolerances, efficient overhead valves with hydraulic lifters, wedge-shaped combustion chambers, short inlet and exhaust ports, controlled pressure lubrication system with full-flow filter, pressurized cooling system and high-capacity water pump. Fuel induction systems are tailored to suit the engine. All '68 engines are equipped with exhaust emission control equipment. All engines are fed by a large 24-gallon fuel tank for longer distances between gas stops.

STANDARD ENGINES (Depending on model selected)

155-HP TURBO-THRIFT 250 SIX. This advanced-design engine has single-barrel carburetor, automatic choke, short-stroke design and economy-contoured camshaft—all combine to make this a most frugal and efficient engine. Improved water pump sealing, fully counterweighted crankshaft and seven main bearings are but a few of the features that insure smooth, long-lasting performance and dependable Chevrolet operation.

200-HP TURBO-FIRE 307 V8. New for 1968, this rugged, more powerful engine replaces the previous 195-hp 283-cu.-in. engine as the standard V8 for all Chevrolets. It retains all the reliability and economy of its predecessor through two-barrel carburetor with automatic choke, positive-type engine ventilation, general performance camshaft. The 9.0:1 compression ratio means you can use a regular-grade fuel for savings.

EXTRA-COST ENGINES

250-HP TURBO-FIRE 327 V8. Also new for '68, this version of the popular 327 V8 engine stresses economy of operation. It has an 8.75:1 compression ratio to burn regular-grade fuel, four-barrel carburetor with automatic choke, and general performance camshaft.

275-HP TURBO-FIRE 327 V8. A favorite of Chevrolet fans, this engine is packed with durability and performance. It has four-barrel carburetor with automatic choke, general performance camshaft, large diameter single exhaust system and 10.0:1 compression ratio.

325-HP TURBO-JET 396 V8. Turbo-Jet design puts exceptional responsiveness under the hood. Four-barrel carburetor, automatic choke and large diameter single exhaust system are only a few of its attributes. Unique to the Turbo-Jet engines are the extra-strong crankshaft supports affording longer engine life, and advanced-engineered valve system and combustion chambers for maximum efficiency at all engine speeds. Compression ratio: 10.25:1.

1968 CHEVROLET POWER TEAMS

	Standard Transmission	Extra-Cost Transmissions				
	3-Speed fully synch.	Special 3-Speed fully synch.	Overdrive	4-Speed fully synch.	Powerglide	Turbo Hydra-Matic
Standard Engines						
155-hp Turbo-Thrift 250 Six†	●		●		●	
200-hp Turbo-Fire 307 V8	●		●	●	●	○
Extra-Cost Engines						
250-hp Turbo-Fire 327 V8	●			●	●	●
275-hp Turbo-Fire 327 V8	●			●	●	●
325-hp Turbo-Jet 396 V8		●		●	●	●
385-hp Turbo-Jet 427 V8		●		●		●

†Not offered for Caprices, Impala Convertibles or Custom Coupes

○All Caprices, Impala Coupes and Convertibles only

385-HP TURBO-JET 427 V8. Chevrolet's top power for '68. Complementing its 427-cu.-in. displacement: performance-rated four-barrel carburetor, automatic choke, high-performance camshaft, 10.25:1 compression ratio, dual exhaust system with resonators.

TRANSMISSIONS

Chevrolet has a transmission for every driver—whether he is a shift-it-yourselfer or one that likes the car to do it for him. There's even a transmission that will please both types.

3-SPEED FULLY SYNCHRONIZED. Standard on all '68 Chevrolets (depending on engine). Fully synchronized means you can manually downshift into first at low speeds without coming to a full stop. Wide helical gears, large synchronizers and high-capacity front and rear bearings make this transmission rugged and quiet.

OVERDRIVE. Available with standard Six or V8. This fully synchronized 3-speed unit has a 2-speed planetary gear feature which reduces engine speed, causing a decrease in wear and an increase in gas mileage. Shifts into Overdrive automatically at about 30 mph. A control on the instrument panel enables you to lock out Overdrive when desired.

SPECIAL 3-SPEED FULLY SYNCHRONIZED. This special-duty version of the standard 3-speed transmission is designed for higher performance engines and must be specified with the Turbo-Jet V8s when a manual 3-speed unit is wanted.

4-SPEED FULLY SYNCHRONIZED. For sportiness and versatility, order four-on-the-floor with any Chevrolet V8. You get smooth, responsive shifts through all-helical gears. Each forward gear is fully synchronized. The new shift control lever has a simple spring device to prevent shifting into reverse accidentally, replacing the manually released spring lockout.

AUTOMATIC POWERGLIDE. Long a Chevrolet favorite, this transmission has a 3-element torque converter and hydraulically controlled 2-speed planetary gearset. It adds up to smooth acceleration and quiet, dependable performance at a modest price. An accelerator-actuated automatic mechanism enables downshifts into low range. The five-position selector reads Park-R-N-D-L. When the center console-mounted shift lever is ordered, a new inverted-U-shaped lever selects the gears. A detent bar on the lever's underside prevents accidental movement of the selector into R, L or Park.

AUTOMATIC TURBO HYDRA-MATIC. The most you could want in an automatic transmission. Shifts for itself quickly and silk smooth. Or make it happen by moving the selector lever through the three forward gear ranges. It all occurs because of a 3-element torque converter with a compound 3-speed planetary gearset arrangement. This means sure automatic shifts. It also downshifts—automatically—for passing power or engine braking. Merely press down on the accelerator when you're in mid-speedometer speed range. With the center console, selector lever is of the new inverted-U-shape design. A new 2.56:1 economy rear axle ratio is available with this transmission.

SPECIFICATIONS

Wheelbase.....	119.0"
Width, overall.....	79.6"
Length, overall.....	214.7"
Tread..... front 62.5"..... rear 62.4"	
Interior room, 4-door sedans	
Head room..... front 39.1"..... rear 37.8"	
Leg room..... front 42.2"..... rear 39.5"	
Hip room..... front 63.9"..... rear 62.9"	
Shoulder room..... front 62.3"..... rear 61.3"	
Entrance height..... front 30.4"..... rear 29.9"	
Luggage compartment volume (cu. ft.)	
Total.....	28.7
Usable.....	17.0

Height, loaded	
Sedans.....	55.8"
Sport sedans.....	54.8"
Coupes.....	54.3"
Convertibles.....	54.6"

Turning diameter (ft.)	
Curb-to-curb.....	41.0
Wall-to-wall.....	43.0

Steering ratio, overall	
Standard.....	30.7:1
Power.....	21.2:1

For specifications on 1968 Chevrolet station wagons, see the separate station wagon catalog.

CLUTCH. All of Chevrolet's '68 clutch disc sizes and spring pressure rates are matched to the torque of the various engines to insure smooth shifts and long wear. The single dry disc design also features a release bearing sealed in lubricant and a light alloy aluminum housing. Clutches with standard V8 and 4-Speed fully synchronized transmission and all extra-cost V8s are centrifugally assisted.

EXHAUST EMISSION CONTROL. Every 1968 Chevrolet engine is equipped with an exhaust emission control. This control reburns exhaust gases in the combustion chambers. Two types—each suited to the particular requirements of the various power teams—are used. An air injection reactor system is used on engines with manual transmissions and a controlled combustion system is used on engines with automatic transmissions.

BODY BY FISHER

Body by Fisher says a lot that's special about Chevrolet. It means strength and durability because of Unisteel design—roof, sides, floor and pillars are welded into a single solid unit. Cowl, doors, hood and deck lid are of double-wall or double-panel construction. An advanced design feature is the way the body is mounted on the chassis. They are held together by eight biscuit-shaped rubber mounts with snap-in cushions to dampen noise, soak up road vibration. Other important-to-you details include superb sound insulation and weathersealing, high-level ventilation system and spring-loaded fork-type door latches for positive door closing.

MAGIC-MIRROR FINISH. The magic here is the lasting luster that requires only occasional washes to stay bright and shiny. Chevrolet's acrylic lacquer finish staunchly resists fading, chalking and chipping. Factory waxing is one of those Chevrolet details that mean more worth for you.

CHASSIS

Chevrolet engineers constantly seek ways to make the excellent ride even better. For '68 they have made significant refinements in chassis components.

PERIMETER FRAME. The all-welded steel frame has been made stronger for '68. Of torque-box design, its heavy-gauge full-length side rails are connected by four crossmembers and new, sturdier transmission support. Hardtop and convertible models have even heavier side rails for their particular design requirements.

FULL COIL SUSPENSION. Husky coil springs, direct double-acting shock absorbers at all four wheels keep things on an even keel. An anti-dive feature is incorporated in the front suspension. Spherical joints are carried in teflon bushings. Link-type rear suspension has short upper control arms, strong upper control arm frame crossmember and scientifically located upper and lower control arm pivots.

A special suspension group is included when the SS 427 package is ordered (available only for Impala Sport Coupe, Impala Convertible and Impala Custom Coupe). It includes heavy-duty springs and shock absorbers, heavy-duty suspension bushings and large diameter front stabilizer bar, 15" x 6" wheels and wide-oval tires.

BALL-RACE STEERING. Steering gear is equipped with anti-friction ball bearings which reduce turning effort as much as 10% over conventional designs.

TIRES. 1968 Chevrolets have large 14-inch wheels (SS 427 and disc brake models have 15-inch wheels). Wheels and tires are precisely balanced at the factory. See your Chevrolet dealer for details on tire sizes, appearance features and model availability.

Performance Options' to Make Your Going Greater

Make your 1968 Chevrolet start, stop and go exactly the way you want it by outfitting it with your own choices from an array of engine and chassis equipment.

FRONT WHEEL DISC BRAKES. These smooth stoppers have hydraulic caliper-type units with cast fins that direct air around the discs for fast heat dissipation. When these brakes are ordered, power assist and 15" wheels are included in the option.

SUPERLIFT AIR-ADJUSTABLE SHOCK ABSORBERS. Help keep your Chevrolet its level best with these rear shock absorbers which you inflate or deflate to suit the load.

HEAVY-DUTY FRONT AND REAR SUSPENSION. Heavier coil springs and double-acting shock absorbers to meet special demands for a more rugged suspension.

SPECIAL FRONT AND REAR SUSPENSION. Available only with Turbo-Jet V8s, this package contains special front and rear stabilizer bars, special springs and shock absorbers and six-inch wheel rims.

SPECIAL INSTRUMENTATION. For V8 models. Tachometer, clock and ammeter plus gauges for temperature and oil pressure.

70-AMP-HR. ENERGIZER BATTERY WITH "DELCO EYE." More current in case you ever need it. Like all "Delco Eye" batteries, this one glows if the battery solution drops below recommended level.

SS 427 PERFORMANCE/IDENTIFICATION PACKAGE. Specify the 385-hp Turbo-Jet 427 V8 for Impala Custom Coupe, Impala Sport Coupe or Impala Convertible and you can order this package of goods.

On the performance side, it includes special springs and shock absorbers, large diameter front stabilizer bar, heavy-duty suspension bushings and 15" x 6" wheels mounted with thin red stripe (or white stripe) tires. To broadcast what's under the hood, there's SS 427 grille emblem, black painted vertical grille bars, bright-metal front fender ornaments, "domed" hood with brushed-chrome simulated air intake. Beneath the hood, you get chrome on rocker arm covers, air cleaner and oil filler cap.

†Check your Chevrolet dealer for these and other extra-cost items, along with their model application and availability with other equipment.

Use Comfort and Convenience Options† as Your Personal Stamp

Exhibit individuality by outfitting a Chevrolet with your favorites among the many Options and Custom Features that are available.

LIGHT MONITORING SYSTEM. Tells at a glance whether all your lights are working. Space-age fiber optics transmit rays from important exterior lights to easily checked monitoring units.

CONCEALED HEADLIGHTS FOR CAPRICE. The elegant lines of the Caprice are complemented by headlights which appear and disappear with operation of the headlight switch.

STEREO TAPE SYSTEM. Includes complimentary "Music of the U.S.A." tape. Eighty uninterrupted minutes of sound are available at your fingertips with the stereo tape system. You can order the tape system alone or in combination with a radio.

POWER STEERING. Power unit and steering gear design combine to reduce steering effort as much as 90%.

POWER BRAKES. This unit cuts the amount of pedal pressure needed by as much as 33% over conventional brakes.

RALLY WHEELS. Further enhance the styling of any '68 Chevrolet with these neatly turned wheels, hubs and trim rings.

AIR CONDITIONING. Choose COMFORTON and have a unit that automatically maintains the interior temperature you set—no matter

what the weather outside. Like all Chevrolet air conditioners, it removes up to 98% of the pollen in the air. **FOUR-SEASON** air conditioning is similar to Comforton except it does not have the automatic control feature. Heavy-duty radiator, temperature-controlled fan and 61-amp.-hr. energizer-type battery come with these two. **COMFORT-CAR**—Chevrolet's lowest priced unit—is available for dealer installation. It operates independently of the heater.

STRATO-EASE FRONT SEAT HEAD RESTRAINTS. Padded head restraints for front seats add comfort and support. On Strato-bucket or Strato-back seats, the shape matches seat back contours.

TRANSISTOR RADIOS. Brighten any drive with one of several all-transistor radios engineered to the acoustics of Chevrolet interiors. From the top, there's the deluxe AM/FM radio with FM stereo multiplex. Features include pushbutton and straightline tuning, automatic frequency control, fixed height 31" front antenna and four balanced speakers—two in front and two in the rear. There are also pushbutton AM/FM and pushbutton AM radios. All radios—except stereo units—may be ordered with rear seat speaker.

VINYL ROOF COVER. A crowning touch of formal luxury. Available in black or white vinyl for Caprice and Impala hardtops.

6-WAY POWER SEAT. Position the front seat where you want it automatically. You can even adjust the angle of the seat.

POWER DOOR LOCK SYSTEM. A touch of the control at either front door locks all doors automatically.

POWER WINDOWS. Individual switches at each window, plus a master control at the driver's fingertips, allow immediate raising and lowering of the side windows.

STRATO-BUCKET FRONT SEATS. Contoured in sports-car fashion, these trim-line seats are available in Caprice Coupe; also, in Impala Custom Coupe, Impala Sport Coupe and Impala Convertible with the Impala SS option (not included with Impala SS 427 option). A sporty center console is included.

STRATO-BACK FRONT SEATING WITH FOLD-DOWN CENTER ARMREST. This deep-cushion full-width seat has contoured individual backrests and fold-down center armrest. Available for Caprice Coupe and Sedan.

POSITRACTION REAR AXLE. Sends power to the rear wheel with the most traction for a better grip in snow, mud, rain or on irregular surfaces. Available with all rear axle ratios.

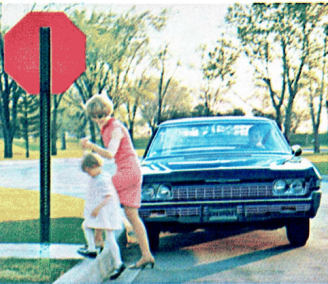
AUTOMATIC LEVEL CONTROL. Adjusts automatically to help keep your Chevrolet level under varied loads. It is composed of Superlift air-adjustable rear shock absorbers, built-in air compressor and level sensor.

IMPALA SUPER SPORT EQUIPMENT. Rich all-vinyl Strato-bucket front seats, all-vinyl front seat center console with storage compartment and special interior ornamentation for Impala Custom Coupe, Impala Sport Coupe and Impala Convertible. Also: wheel covers, Super Sport identification on grille, front fenders and deck lid.

SOME OTHER EXTRA-COST ITEMS • Speed warning indicator • Windshield-mounted compass • Deluxe adjustable luggage carrier • Astro Ventilation (Caprice Sedan and Impala models only) • Auxiliary lighting with ashtray light, courtesy light, front fender lights, glove compartment light, ignition lock light, luggage compartment light and underhood light • Soft-Ray tinted glass • Decor Group* with deluxe steering wheel, door and window frame molding, rear fender skirts and wheel covers • Operating Convenience Group* with rear window defroster, remote control outside mirror and electric clock • Heavy-duty air cleaner • An assortment of rear axle ratios • Red stripe tires • Heavy-duty battery • Deluxe front and rear seat belts and shoulder harnesses • Ski rack equipment • Heavy-duty clutch • Cruise-Master speed control • Highway emergency kit • Dual exhaust • Temperature-controlled fan • Appearance Guard Group* including door edge guards, front and rear bumper guards and front and rear floor mats • Fire extinguisher • Special Delcotron generators • Fuel door edge guard • Tri-Volume horn • Hand portable spot light • Litter container • Gas cap lock • Spare wheel lock • Right-hand outside mirror • Pedal trim • Heavy-duty radiator • Front fixed height antenna • Front manual antenna • Rear manual antenna • Rear power antenna • Deluxe front seat cushion • Heavy-duty front and rear seats • Comfortilt steering wheel • Trailer hitch • Car-to-trailer wiring harness • Ventshades.

†Check your Chevrolet dealer for these and other extra-cost items, along with their model application and availability with other equipment. *All items in this group may also be ordered individually.

Power brakes



Vinyl roof cover

Comforton air conditioning



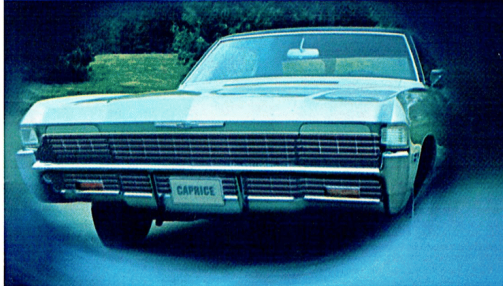
Power windows



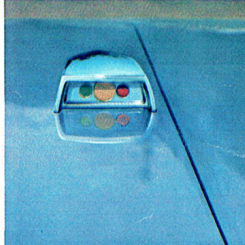
Head restraints



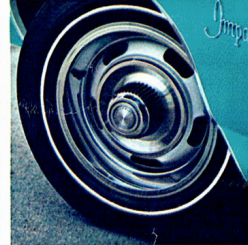
Concealed headlights for Caprice models



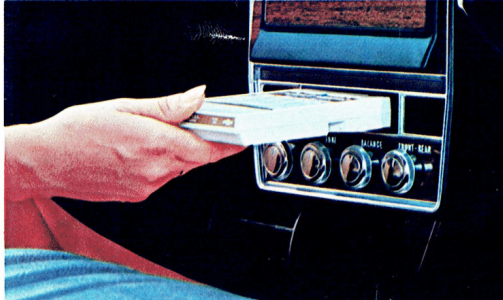
Light monitoring system



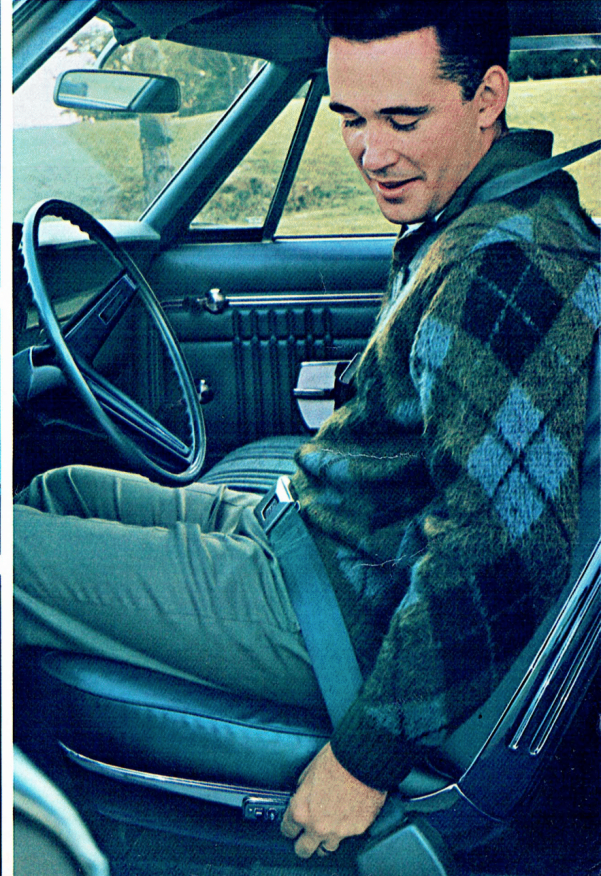
Rally wheels



Stereo tape system



Power seat



Power steering



1968 Chevrolet Colors and Fabrics

These Magic-Mirror colors need only an occasional washing to retain their bright appearance. The color is locked in the acrylic lacquer finish, which resists fading, staining and chipping. As an extra quality measure, all Chevrolets receive waxing at the factory to help protect the finish during transit.

TUXEDO BLACK



ERMINE WHITE



GROTTO BLUE†



FATHOM BLUE†



ISLAND TEAL†



ASH GOLD†



GRECIAN GREEN†



TRIPOLI TURQUOISE†



TEAL BLUE†



CORDOVAN MAROON†



SEAFROST GREEN†



MATADOR RED†



PALOMINO IVORY†



SEQUOIA GREEN†

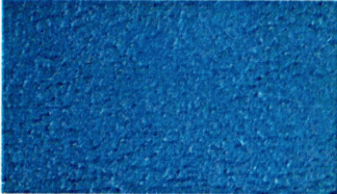


BUTTERNUT YELLOW



†New for '68. Plus up to six two-tone combinations for all except Impala Convertible.

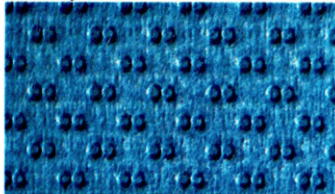
All-vinyl.



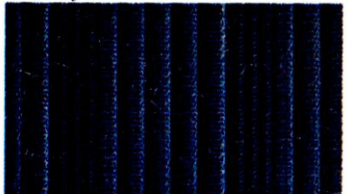
All-vinyl.



All-vinyl.



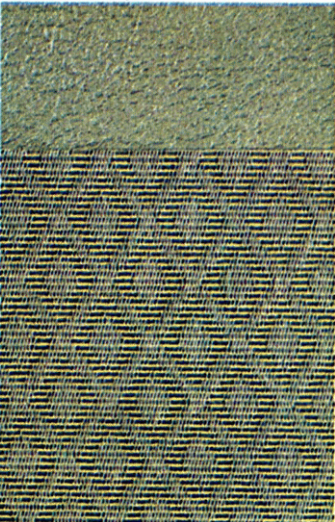
All-vinyl.



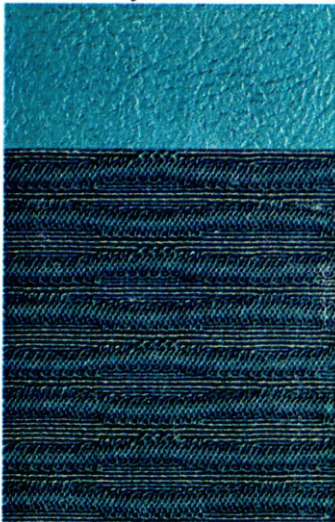
Cloth and vinyl.



Cloth and vinyl.



Cloth and vinyl.



Cloth and vinyl.*



IMPALA

Available in pattern cloth in black, blue, gold, gray-green or turquoise, depending on model, seat style and exterior color ordered. All-vinyl choices, depending on model and exterior color, include black, teal, gold, red, blue or parchment/black.*

CAPRICE

Choice of luxurious cloth in black, gray-green, gold or blue, depending on model, seat style and exterior color ordered. All-vinyl choices are black, blue, gray-green or gold for Caprice Coupe and black or blue for Caprice Sedan.*

BEL AIR

Specify pattern cloth and vinyl in black, blue, turquoise or gold, or all-vinyl in black or blue, depending on exterior color.*

BISCAYNE

Choose pattern cloth and vinyl in blue or gold or all-vinyl in black, depending on the choice of exterior color.*

*Depending on model and interior color selected, some vinyls are single-toned, some patterned. Check your Chevrolet dealer for the specific combination in the Chevrolet you choose.



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IF YOU'RE INCLINED TOWARD AN INCOMPARABLE ROOMY STATION WAGON, LOOK OVER THE SEPARATE "1968 CHEVROLET STATION WAGON CATALOG."

Be Smart. Be Sure. Buy Chevrolet!

